TURNING the PAGE 2.0

Utah!

BUILDING YOUR LIBRARY COMMUNITY

Participant Notebook

Week 4:
Building Relationships

PURPOSE OF THIS NOTEBOOK

This notebook is for you to use while reviewing the key concepts in the online modules, take notes, and complete the reflective activities. Note you will be submitting a copy of the *Advocacy Work Plan* (separate document) to your Online Facilitator at the end of the week to get their feedback; you do not need to submit this document to them.

WEEK 4's PURPOSE

The purpose of this week is on building the network and relationships beyond yourself and your library in order to best leverage your resources and meet your advocacy goals.

WEEK 4's GOALS

1 Determine who the key people and organizations are in your community that should be included in your library's fundraising team

2 Identify how effective relationships and understanding "What's In It For Them" can help with current and future advocacy efforts for your library

WEEK 4's WEB-BASED MODULES

1 "Building Relationships"

OPTIONAL MODULE*: "Your Unique Role"

__ Why is this module "OPTIONAL"?__ Because a lot of the learnings presented in this module focus on similar topics presented in "Building Relationships" … but in a slightly different manner. CHALLENGE YOURSELF! If you have 15 minutes to go through this modules it's well worth your time!*

PART I: Introduction to Building Relationships

(in "Building Relationships")

Record your thoughts or the key concepts in the section of the online module in the space below.

Building and Maintaining Relationships
Write or type your notes here

Why Are Relationships Important?
Write or type your notes here

Relationships and Partnerships
Write or type your notes here

Reflect on what you selected in the online module and record your "potential" and "active" partners below:

	POTENTIAL PARTNER	ACTIVE PARTNER		POTENTIAL PARTNER	ACTIVE PARTNER
Community Groups			Local Government		
Schools			Influential People		

Growing a Relationship

Record your thoughts or the key concepts in the section of the online module in the space below.

Identifying Relationships
Write or type your notes here

Building Relationships
Write or type your notes here

Cultivating Relationships
Write or type your notes here

PART II: Identifying Relationships

Record your thoughts or the key concepts in the section of the online module in the space below.

Introduction to Identifying Relationships
Write or type your notes here

Making Your Goals: Passion Sells
Write or type your notes here

Different Types of Community Supporters:
Existing Relationships
Write or type your notes here

Existing Relationship

Different Types of Community Supporters:
Making New Relationships
Write or type your notes here

Making New Relationships

Different Types of Community Supporters:
Thinking Outside the Box
Write or type your notes here

Thinking Outside the Box

Potential Community Partners

After going through the online exercise, mark which community members would be good potential partners for your library's advocacy efforts.

PART III: Building Relationships

Record your thoughts or the key concepts in the section of the online module in the space below.

Building Relationships Introduction
Write or type your notes here

Doing Your Homework:
What the Library Can Offer
Write or type your notes here

Doing Your Homework:
Who the Library Can Work With Directly
Write or type your notes here

Doing Your Homework:
How to Make Your Approach
Write or type your notes here

ACTIVITY: Potential Community Supporters

| **Benefits for You** | **QUESTION 1:** What are different ways a partnership with the Police Department could benefit the library? |

- ○ *Have the Police Chief voice support for the public library around budget time*
- ○ *The Police Department would be a viable source of sustainable funding*
- ○ *The library would gain visibility as a result of partnering with a highly visible part of the community.*
- ○ *The library would gain additional attention and more respect from public officials for its partnership with another public institution.*
- ○ *The Police Department would not be a good partner for the library.*

| **Benefits for Them** | **QUESTION 2:** What benefits could a library offer to the Police Department? |

- ○ *Access to computers for computer traning for the Police Department's staff or volunteers*
- ○ *Provide services for the unemployed population of the community to help them obtain work.*
- ○ *Provide funding and financial support through cooperation with the library.*
- ○ *Provide a venue for Police Department presentations to the general public, such as seminars on community safety.*

| **How to Engage the Partner** | **QUESTION 3:** What are different ideas for developing a relationship with this potential partner? |

- ○ *Follow police priorities through the news and then let the Police Chief know what library services the department might like to know about.*
- ○ *Ask the Police Chief for advice on how the police department submits its budget so effectively.*
- ○ *Ask Police Chief how, in his/her opinion, the library could be a more active player in helping build strong community.*
- ○ *Offer use of computers for training.*

PART IV: Cultivating Relationships

Record your thoughts or the key concepts in the section of the online module in the space below.

What other elements are important to consider for cultivating your library relationships?

○ *Understanding that relationships take time and energy on the part of the librarian and other library advocates.*

○ *Making sure everyone in the relationship knows about and agrees upon goals and expectatiosn for both sides*

○ *Continuously communicating library developments with your partners can clue them in on the progress your library is making thanks to their continued efforts.*

In the "Cultivating Your Relationship" Cognitive Map exercise, you were to help Gary, a member of the local Police Department.

What lessons did you learn from this part of the exercise?

What should you keep in mind when building relationships?

○ *Relationships take time. It is not unusual to call and exchange information for months before a partnership yields tangible results, such as funding for a project. Patience and persistence are essential.*

○ *The most successful and long-term partnerships are the ones that involve a real relationship between the partnering organizations. Focus on sustaining relationships as much as creating them.*

○ *Passion and commitment are key. Be enthusiastic about your initiatives and the opportunity to work with the community. Your passion and commitment will help recruit partners.*

○ *Be prepared to hear "no" and do not take it personally. "No" does not mean that the library is not important. Every organization has yearly goals and priorities. Sometimes your library's goals, priorities, and timing will line-up well with a potential funding partner. Other times they may not.*

PART V: Your Community Supporters

Record your thoughts or the key concepts in the section of the online module in the space below.

Your Community Supporters Introduction
Write or type your notes here

Who are Your Community Supporters:
Local Business Leader
Write or type your notes here

Who are Your Community Supporters:
4H Club Member
Write or type your notes here

Who are Your Community Supporters:
Representative from the Community Commissioner's Office
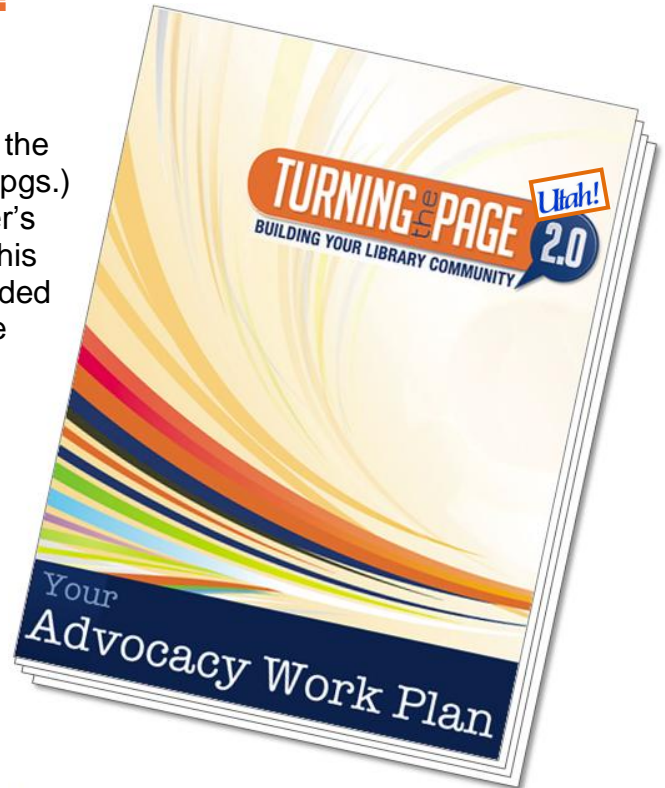*Write or type your notes here*

PART VI: Work Plan
Who Are Your Community Partners?

By now you should have downloaded the **Advocacy Work Plan** (MS Word, 20 pgs.) from the *Turning the Page 2.0* Learner's Portal. Please complete section 8 at this time. If you have not already downloaded this document, click here. Then move on to the Assessment, below.

ASSESSMENT: Do You Nourish Your Partnerships?

Partners can play an important role in library advocacy. To keep your partners engaged and excited to work with your library, it is important that you pay attention to the relationship year round and look for simple ways to keep in touch and let them know you are thinking of them. The following is a short self-assessment to see how you're doing.

DIRECTIONS: Read the statements below and select the response that best reflects you and your actions. BE HONEST … this is just to see your opportunity for development. When you are done see the instructions on how to "score" your assessment *(next page).*

1. After a partner has supported you at the town budget meeting or participated in a library event, you always send a thank-you.

☐ Absolutely! (4)   ☐ Usually – about 75% of the time (3)   ☐ Sometimes – maybe 50% of the time (2)   ☐ If it's really important – like 25% of the time (1)   ☐ Never have (0)

2. When you read a nice article about a partner in the local newspaper, you make a point to acknowledge the good news by calling them or sending an e-mail or a quick note.

☐ Absolutely! (4)   ☐ Usually – about 75% of the time (3)   ☐ Sometimes – maybe 50% of the time (2)   ☐ If it's really important – like 25% of the time (1)   ☐ Never have (0)

3. You share positive library news and program results with your partners.

☐ Absolutely! (4)   ☐ Usually – about 75% of the time (3)   ☐ Sometimes – maybe 50% of the time (2)   ☐ If it's really important – like 25% of the time (1)   ☐ Never have (0)

4. When celebrating the start of the summer reading program or another library event, you invite your partners.

☐ Absolutely! (4)   ☐ Usually – about 75% of the time (3)   ☐ Sometimes – maybe 50% of the time (2)   ☐ If it's really important – like 25% of the time (1)   ☐ Never have (0)

5. When a partner elects a board member or has a senior leadership change, you reach out to introduce yourself and offer to invite the new person for a library tour.

☐ Absolutely! (4)   ☐ Usually – about 75% of the time (3)   ☐ Sometimes – maybe 50% of the time (2)   ☐ If it's really important – like 25% of the time (1)   ☐ Never have (0)

6. If a partner needs a room for their monthly board of trustees meeting when refurnishing their office, you offer the library conference room.

☐ Absolutely! (4)   ☐ Usually – about 75% of the time (3)   ☐ Sometimes – maybe 50% of the time (2)   ☐ If it's really important – like 25% of the time (1)   ☐ Never have (0)

7. When you see your partner contact at the grocery store, you stop to chat.

☐ Absolutely! (4)   ☐ Usually – about 75% of the time (3)   ☐ Sometimes – maybe 50% of the time (2)   ☐ If it's really important – like 25% of the time (1)   ☐ Never have (0)

8. During the holiday season, you send greeting cards to your partners.

☐ Absolutely! (4)   ☐ Usually – about 75% of the time (3)   ☐ Sometimes – maybe 50% of the time (2)   ☐ If it's really important – like 25% of the time (1)   ☐ Never have (0)

HOW TO SCORE YOUR RESULTS …

Look at your selected response and count up the numbers that correspond to your selected responses above. Then, find where you "rank" from the table below:

Your Score	Makes You A …	Which Means …
0 – 4	**New Relationship Builder**	Welcome to the wonderful world of relationship building! Be on the lookout for those opportunities to connect and build relationships ... it really will take your advocacy efforts far.
5 – 12	**Novice Relationship Builder**	You have skills … but let's broaden them. Look for more opportunities to connect with potential partners in order to advance your library's advocacy efforts.
13 – 20	**Average Relationship Builder**	Nice job … you definitely have your "feelers" out with regard to building partnerships. But to "stand out" and be above average stretch your skills … look for more opportunities to build.
21 – 27	**Advanced Relationship Builder**	Really great … clearly you are very conscientious of building relationships and how beneficial it is to your library's advocacy efforts. While it might be hard to "up your game" try and be even more focused on building relationships.
28 – 32	**Expert Relationship Builder**	Bravo! You really know how to manage and develop relationships with your community partners … well done! The challenge is for you to mentor others within your library so they become experts at relationship building.

WEEK 4 REFLECTION QUESTIONS

Each week you will be asked to reflect on the information presented in the online modules. Please enter your responses in the space provided.

1 Every library has relationships that are a "given" – meaning they are long-standing relationships that don't require a lot of effort to maintain. How could you prevent these relationships at your library from going "stale"?

2 If you could "boil" down the information and key messages presented in the "Building Relationships" module into 2 key points, what would they be?

3 In the "Your Unique Role" you encountered an exercise when you received not-so-positive support from potential partners. In your experience has this happened to you? What did you do? How did you maintain the relationship?

4 Look at your "score" on the "Do You Nourish Your Partnerships?" Assessment. What are three specific things you will do NEXT WEEK to "improve your score"?

WEEK 4 CHECK LIST

Use the checklist below to be sure you've competed all assignments for Week 4 and to begin preparing for Week 5: "The Big Ask."

☐ Review the **online module**: "Building Relationships" (and consider the challenge to complete the *optional* module "Your Unique Role" as well!)

☐ Complete the **Advocacy Work Plan** section listed in this Participant Notebook for Week 4 (Section 8). Submit your *Advocacy Work Plan* to your Online Facilitator via email by the date they specify.

☐ Take the Assessment: Do You Nourish Your Partnerships? (be honest!). Be prepared to share how your ranked, based upon your selected responses, in the Virtual Classroom session this week.

☐ Participate in your weekly Online Virtual Classroom Session

☐ Complete the brief **"Goldilocks Questions"** for Week 4, accessible via the TtP2.0 Homepage.

☐ If desired, participate in the **Threaded Discussion Questions**, accessible via the TtP2.0 Homepage, or post any questions, comments or concerns you may have to the Discussion Board for your fellow cohort-mates to review and answer.

☐ Share what you've learned this week with others in your library!

☐ Note, while not your assignment for Week 4, next week we will be reviewing one online module: **"Show Me the Money"** for Week 5. If you want you can get a "jump" on this work and begin to review this module at your own pace.

REMEMBER:

Advocacy is something we should be doing **every day** on behalf of our libraries … inside its walls and out!

end!